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GROUP 3600

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Group Art Unit: 3629
Examiner: Jonathan P. Ouellette

In Re PATENT APPLICATION OF

Applicants : Laura Lee KUSUMOTO et al.
Appln. No. : 09/675,958
Conf. No. : 1238
Filed : September 29, 2000
For : SYSTEM AND METHOD FOR CONSUMER-
SELECTED ADVERTISING AND BRANDING
IN INTERACTIVE MEDIA
Atty. Dkt. : 43461-201892 (formerly 13376.0001)

AMENDMENT
& REPLY
UNDER
37 CFR §1.111

26694
U.S. PATENT AND
TRADEMARK OFFICE

March 17, 2004

MAIL STOP NON-FEE PAYMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action of September 17, 2003, please amend the above-identified Application as follows:

1. **Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.
2. **Supplemental Declaration** is attached and discussed on page 22 of this paper.
3. **Remarks** begin on page 23 of this paper.

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01 FC:2202 225.00 DA
02 FC:2201 86.00 DA